

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Proh. & Excise – Ready to Drink Alcoholic Beverages – Introduction of Low Strength alcoholic drink “Teachers Blended Scotch Whisky & Cola and Teachers Blended Scotch Whisky & Soda in A.P by M/s Beam Global Spirits & Wines (India) Pvt Ltd., – Permission - Accorded – Orders Issued.

REVENUE (Ex.III) DEPARTMENT

G.O.Rt. No. 1596

Dated:06-11-2012

Read the following

1.From the Commissioner of Prohibition and Excise, A.P Hyderabad

Cr.No.B4/1269/2011/DDB/Ex Dt:08.02.2012.

2.G.O Rt.No.151, Rev (Ex.III) Dept Dt:24.1.2012 .

3. G.O Ms.No.321 Rev (Ex.II) Dept Dt:14.3.2007.

4. G.O Ms.No.322 Rev (Ex.II) Dept Dt:14.3.2007.

5. G.O Ms.No.929 Rev (Ex.II) Dept Dt:02.07.2007

ORDER:

The Commissioner of Prohibition and Excise, A.P Hyderabad in his letter read above has stated that M/s Beam Global Spirits & Wines (India) Pvt Ltd., have represented that they intend to introduce a low strength, ready to drink varieties viz. Teachers Blended Scotch Whisky & Cola and Teachers Blended Scotch Whisky & Soda (with alcoholic content of 4.8 % v/v) They have further submitted that they have successfully launched their products in the State of Maharashtra and got a sale of 4000 cases in December-2011. Now they intend to introduce their product in Andhra Pradesh.

2. The Commissioner of Prohibition & Excise, A.P Hyderabad, while forwarding the representation, has requested the Government to consider the proposal of M/s Beam Global Spirits & Wines (India) Pvt Ltd. for introduction of Ready to Drink low strength alcoholic varieties viz. Teachers Blended Scotch Whisky & Cola and Teachers Blended Scotch Whisky & Soda (with alcoholic content of 4.8 % v/v) in the State of A.P.

3. Government, after careful consideration of the proposal, hereby accord permission to M/s Beam Global Spirits & Wines (India) Pvt Ltd to introduce Ready to Drink low alcoholic varieties brand viz. “Teachers Blended Scotch Whisky & Cola” and “Teachers Blended Scotch Whisky & Soda (with alcoholic content of 4.8 % v/v)” in the State of Andhra Pradesh. Government further **direct to levy excise duty and APBCL Margin on Ready to Drink Alcoholic Beverages at the rates as prescribed in the Government Orders reference 3rd, 4th & 5th read above.**

4. The Commissioner of Prohibition & Excise, A,P Hyderabad shall take further action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

ASUTOSH MISHRA

PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner of Prohibition & Excise,
A.P Hyderabad.

Copy to:

The Director of Distilleries and Breweries, A.P Hyderabad.

The Managing Director, A.P. Beverages Corporation Limited, Hyderabad.

P.S. to Minister for Prohibition and Excise

SF/SC

//FORWARDED::BY ORDER//

SECTION OFFICER